

Awards lead to promotion and business expansion

5 May 2011 – Almost a quarter of women recognised as inspirational leaders in business through the Telstra Business Women's Awards have joined a board following their success.

The promotion of women to board roles is one of the benefits recent winners and finalists say followed their participation in the Awards program, according to a survey released to mark the launch of the 2011 Telstra Business Women's Awards.

The survey of Awards winners and finalists from 2006 to 2010 also found:

- 38 per cent expanded their business;
- 43 per cent reported wider business networks;
- 40 per cent had become a mentor to other business women; and,
- 51 per cent enjoyed higher self-confidence in their business career.

Ms Kate McKenzie, Group Managing Director Telstra Innovation, Products & Marketing and Telstra Business Women's Awards Ambassador, said for the past 16 years the Awards had uncovered amazing and inspiring business women and their extraordinary journeys.

"The Awards are open to business women from across Australia and the Awards alumni surveyed urged other women to enter and enjoy the experience.

"For many women, increasing their business networks and enjoying a boost in their confidence are tangible rewards from participating. They say the Awards program provides personal opportunities and public profile they could never have predicted."

Since 2010 Telstra has been an active supporter of the Australian Institute of Company Directors and its range of initiatives that seek to grow the number of women on Australian boards – now 11.7 per cent of ASX 200 companies.

Ms McKenzie said: "Telstra believes the recognition of business women through the Awards can contribute to encouraging greater gender diversity and equality in business."

2010 Telstra Australian Business Woman of the Year Denise Goldsworthy today urged business women to enter the Awards, saying: "Make 2011 the year you bite the bullet and give it a go. There is a suitable category for everyone."

Ms Goldsworthy, Managing Director of Rio Tinto subsidiary Dampier Salt Limited, the world's largest exporter of solar salt, said: "The Awards process provided me some amazing opportunities and increased my self-confidence. More inner strength has come from the knowledge my capabilities were assessed by some very experienced CEOs and I passed the test.

"The entry process challenges you to decide who you are, to know what makes you a good leader, manager and business woman, and to decide what the next challenges are in your career that you are going to chase with a passion."

Ms Goldsworthy, who is mentoring six women from Rio Tinto's coal, iron ore and procurement operations in 2011, said: "Now, when I experience flashes of self doubt, or when the questions are not straight forward, I think of my achievements and have more confidence in the decisions I make."

Entries for the 2011 Telstra Business Women's Awards open today, and close on 20 June. They provide the honour of winning Australia's most prestigious business women's prize as well as substantial recognition for finalists and winners and a share in more than \$200,000 in cash and prizes.

There are three qualifying categories in the Awards. They are:

- **Commonwealth Bank Business Owner Award** - open to owners with a 50 per cent share or more in a business with responsibility for key management decision-making
- **Hudson Private and Corporate Sector Award** open to employees in the private and corporate sectors or owners with less than a 50 per cent share of a business
- **White Pages Community and Government Award** - open to employees in government departments, statutory bodies and not-for-profit organisations

There are two specialist categories:

- **Nokia Business Innovation Award** - All entrants will be considered for this Award that recognises the successful introduction of innovation within a business or workplace
- **marie claire Young Business Women's Award** - open to all entrants in one of the three qualifying categories who are aged 34 years or younger as at 30 June 2011

Awards are offered in each category in every state and territory and winners will be announced between 16 September and 18 October.*

State and territory winners are eligible for the national Awards which will be announced at the 2011 Telstra Australian Business Women's Awards in Melbourne on 18 November.

To nominate business women or for further information about the Awards, please visit: www.telstrabusinesswomensawards.com or call **1800 817 536** between 9am and 7pm AEST Monday to Friday.

Notes to media:

177 TBWA winners and finalists from 2006-2010 responded to the survey conducted in April 2011.

A quarter said they received an increase in remuneration and 14 per cent a promotion, after winning an Award.

*Finals dates: SA 16 September; WA 20 September; ACT 27 September; NSW 30 September; Tasmania 5 October; Qld 11 October; NT 14 October; Victoria 18 October.

To arrange interviews with TBWA alumni from your state/territory, please contact Lighthouse Communications Group on 02 92623868.

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